WHITE PAPER · CONCEPTUAL PRIOR ART · ISSUED 4 MAY 2026

REVENGE OF THE FIFTH

A White Paper on Conceptual Prior Art

On the existence, viability, and rightful origin of May 5 as the dark side counterpart to International Star Wars Day — and on the structural impossibility of its execution by the party who conceived it.

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EXECUTIVE SUMMARY

This paper documents the conceptual origination, on 4 May 2026, of **Revenge of the Fifth** as a proposed annual cultural observance on May 5, constituting the dark side counterpart to the established International Star Wars Day (May 4, commonly rendered as "May the Fourth be with you").

The author makes no claim to ownership of Star Wars intellectual property, any character, franchise element, trademark, or derivative work thereof. Such ownership resides with Lucasfilm Ltd. and The Walt Disney Company, who are encouraged, on the evidence presented herein, to execute this idea immediately and without further delay.

The author cannot do this himself. He has noted the gap. He is documenting the note.

> *"May the Fourth" captures the light side. May 5 has been sitting there, unclaimed, for decades. This is the dark side's day. Someone should run with it. That someone is not me, but I would like the record to show that I said so first.*

1. BACKGROUND AND CONCEPTUAL FRAMING

International Star Wars Day has been observed on May 4 since at least the early 2000s, anchored on the phonetic coincidence of "May the Fourth be with you" and the franchise's

central benediction. The date is now widely recognised, commercially activated by Lucasfilm and Disney, and broadly celebrated across fan communities globally.

May 5 has not been similarly claimed. This is an oversight of considerable commercial and cultural magnitude. The date offers an equally clean phonetic opportunity: **Revenge of the Fifth**, a direct reference to *Star Wars Episode III: Revenge of the Sith* (2005), and by extension to the entire dark side tradition within the franchise.

The tonal contrast is precise and complementary. May 4 skews family-friendly, celebratory, and Jedi-aligned. May 5 would serve the Sith, the Empire, Vader, Maul, and the substantial portion of the fanbase who find the dark side considerably more interesting. Two consecutive days. Both sides of the Force. An obvious structure that has not been formally proposed until now.

2. NOTICE OF CONCEPTUAL PRIOR ART

The author formally records the following:

2.1 The concept of **Revenge of the Fifth** as an annual cultural observance on May 5, constituting a dark side counterpart to International Star Wars Day, was originated and documented by The Great Australian Farce on 4 May 2026.

2.2 This document constitutes the primary timestamped record of that origination.

2.3 The author has not located any prior formal proposal of this specific concept as a named, structured annual observance with defined cultural and commercial scope. Informal use of similar phrases online is acknowledged and does not constitute formal prior art of the concept as structured here.

2.4 The author does not claim ownership of any element of the Star Wars franchise and makes no assertion inconsistent with the intellectual property rights of Lucasfilm Ltd. or The Walt Disney Company.

2.5 The author asserts only that he thought of this first, in this form, and that the record should reflect it.

3. THE STRUCTURAL PROBLEM

The author is not in a position to execute this idea. This is worth stating plainly, as it is the central irony of the document.

Revenge of the Fifth, as a cultural and commercial property, requires the cooperation of Lucasfilm and Disney to function at scale. Without licensed IP, any independent activation is constrained to commentary, parody, and fan expression. These are not without value. They are not, however, the same as an official dark side day with limited-edition merchandise, streaming drops, and a globally coordinated campaign in which Darth Vader's theme plays at every quick-service restaurant simultaneously.

The author has the concept. The IP holders have the execution capacity. This is a common condition in creative and commercial life, and it is not being presented here as a grievance. It is being presented as context for why this document exists.

If Disney or Lucasfilm elect to formalise Revenge of the Fifth as an annual observance, the author would consider that a satisfactory outcome and asks only that the record reflect the order of events.

4. THE COMMERCIAL CASE (ABBREVIATED)

The following observations are offered in the interest of completeness. This is not a market analysis. It is a gesture toward the obvious.

- May 4 and May 5 are consecutive. A two-day activation doubles the commercial window at near-zero incremental conceptual cost.
- The dark side demographic is large, engaged, and underserved by the current single-day light side framing of the observance.
- "Revenge of the Fifth" is phonetically clean, immediately legible, and requires no explanation to anyone who has seen the films.
- Black packaging, Sith-aligned limited releases, Empire Day theming, and a 24-hour "Join the Dark Side" digital campaign are activations that write themselves.
- The author notes these not because he expects a licensing fee, but because they are obvious, and obvious things should be named.

5. CONCLUSION

May 4 belongs to the Jedi. May 5 belongs to no one. This paper exists to ensure that when May 5 is eventually claimed - and it will be - the record reflects that the concept was identified, named, and formally documented by The Great Australian Farce on 4 May 2026.

The author did not invent "May the Fourth be with you." That belongs to someone else, and good on them. The author claims only Revenge of the Fifth, in this form, as a structured annual observance, and only in the limited sense that a person can claim to have noticed something that was sitting in plain sight.

The Force does not observe a single public holiday. Neither should we.

The Great Australian Farce
4 May 2026

Nec subditus tuus sum, nec amicus.
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May the Fourth. And the Force. Be with you.

This document constitutes a formal record of conceptual origination and commentary under the tradition of fair use and cultural commentary. No claim is made to Star Wars intellectual property. Star Wars, Lucasfilm, and all associated marks are the property of Lucasfilm Ltd. and The Walt Disney Company. The author is simply a man with an idea and a PDF.